

From: LGREHER --VUS0212A
To: LPOLLAK --VUS0212A Lee Pollak
MWINOKUR--VUS0212A Matthew Winokur

Date and time 09/17/92 09:28:34
TLINDON --VUS0212A Tim Lindon

Subject: XWN

RE WEST AFRICA, SEE NOTES WHICH FOLLOW.

IT APPEARS THAT RAND HAD NOT GOTTEN CONSENSUS AMONG THE COMPETITORS IN AFRICA SO PM IS GOING ITS OWN WAY, USING THE SAME WARNING THAT IS BEING USED FOR MOST U.S. EXPORTS INCLUDING THOSE TO NORTH AFRICA AND MIDDLE EAST WEST.

I WAS NOT ABLE TO TALK WITH RAND OR ANDY TODAY AS THEY ARE BOTH ON HOLIDAY. I WILL BE SEEING RAND NEXT WEEK IN INSTANBUL SO I WILL GET MORE DETAILS.

REGARDS,

LESLIE

*** Forwarding note from TKRELL --VCH0021A 09.17.92 10:39 ***

To: LGREHER --VUS0212A Leslie Greher KFUSS --DSVPMUSA KATHLEEN FUSS
STROIA --VUS0212A Sandra Troia BBERG --VCH0021A Bengt Berg
RSHERIF --VCH0021A Rand Sherif TKRELL --VCH0021A Teresa Krell

From: Teresa Krell
To :
Subject: XWN

leslie,

Monday one week ago, there was a definite answer as to how to proceed and kathy and angela were advised of this french/english text. We said that once EEMA had confirmed format, character size and color that we would fax the item, forward films and layout proposals to accomodate our african destinations.

Apparently, as of last friday, this decision has been changed and area has advised (15.9.92) that we will proceed probably for all of Africa and most of our brands (definitely for marlboro) with the US health warning. I had also mentioned this to kathy and angela, but said that i was waiting to have this in writing before going forward. Area Mktg. has more or less confirmed this to me. It is just the inclusion of the wording "probably all " that is a bit disconcerting.

We are nevertheless reviewing our africa specific printed items and will forward kathy our suggestions for the difficult layouts i.e. Niger.

Hope this clarifies. I know we were at the final deadline. Area mgmt. was made aware of this and they have been extremely helpful.

best regards,

terry

*** Forwarding note from LGREHER --VUS0212A 09/16/92 20:04 ***

To: TKRELL --VCH0021A Teresa Krell

Subject: XWN

DO WE HAVE DIRECTIONS FOR KATHY/RICHMOND RE WARNING NOTICES FOR EXPORTS TO WEST AFRICA YET? I HAVEN'T SEEN ANYTHING SO FAR AND I THINK TIME IS RUNNING SHORT.